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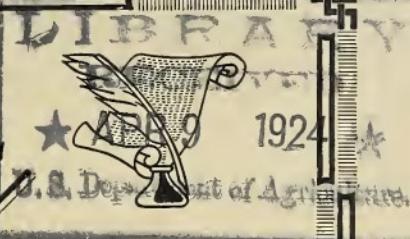


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1924

Descriptive
Catalogue
of

Gladioli



Grown and
Offered by

THOMAS COGGER
229 Laurel Street
Melrose, Mass.

The King of Summer Flowers



MISS HELEN FRANKLIN

A cordial invitation is extended to you to visit our Showroom and Gladioli Field located about 9 miles from Boston on the Newburyport Turnpike, corner Walnut Street, North Saugus, Mass., during August and September. Twenty-three acres under cultivation in Gladioli. Over 500 varieties in our collection and an exhibition is held daily.

Culture

Plant any time from April 20th to June 15th. Ground should be in good workable condition and well fertilized, although fresh stable manure should not be allowed to come in contact with the bulbs. A sandy loam is ideal. Plant the bulbs right side up in single or double rows in deep furrows, leaving three inches space between the bulbs. Do not plant in a shady location. Three or four inches of soil over the bulbs will keep them cool and moist and help to hold the stalks erect without the use of stakes.

If the spike is wanted for indoor use, cut it eight to ten inches from the ground the morning after the first bud opens. If you intend to ship the blooms cut the spike when the first bud shows color and pack without placing in water. When they are unpacked the end of stem should be cut and then placed in water. By following this course the petals will not bruise in transit.

From the first to the middle of October it is advisable to dig the bulbs, cutting off the old stalk and after drying out pull off the old corm with the roots, spread out three to four inches deep in shallow boxes. If kept too warm or too damp they sprout in storage, 40 to 45 degrees is best.

Save the bulblets and sow them in the spring, very shallow as you would garden peas as they produce a small bulb the first year which will usually flower the second. In this way you will increase your stock, especially on the newer introductions. It will increase the germination of your bulblet stock if you would soak them in water before planting so as to break the hard shell.

DESCRIPTIVE CATALOGUE OF GLADIOLI

		per each	per doz.	per 100
ALBANIA	New. Attractive, glistening white, petals broad, well rounded and crimped on edges, very light pink mottling scarcely noticeable.	\$.50	\$5.00	\$25.00
ALICE TIPLADY	One of the best Primulinus hybrids. Large Orange. Very distinct and beautiful	.20	2.00	12.00
AMERICA	A soft, light pink with large wax-like flowers set on strong spike.	.05	.50	3.00
ANNA EBERIUS	Dark velvety, Nell rose; deeper shade in throat. Spike very erect.	.25	2.50	15.00
AUTUMN QUEEN	Nearly white ground color with scarlet spot on lower petals. Strong .	.10	1.00	6.00
BEACONFLAME	Large; slightly ruffled; flame-colored, slightly lighter in throat. (A cross between K Glory and War.)	.50	5.00	30.00
BERNICE	Light yellow, with a few red stripes that blend in very beautiful.	.10	1.00	6.00
BERTRIX	Pure white with lilac shading in throat.	.10	1.00	7.00
BLUE JAY	Light blue with white and maroon throat.	.25	2.50	12.00
BOUTON D'OR	Clear yellow; vivid crimson blotch in throat.	.15	1.50	10.00
BYRON L. SMITH	Lavender pink on white ground.	.50	5.00	25.00
CAPTAIN A. C. BAKER	Rich, velvety red with darker center.	.25	2.50	12.00
CARMEN SYLVA	Pure snow-white, throat slightly penciled lilac. Stem tall, slender and always straight. Endures heat and drought well.	.50	5.00	35.00
CATELYA	Soft, lilac rose lower petals spotted white.	.10	1.00	7.00
CELESTE DORIS	Deep, rich, glowing red; almost solid in color.	.25	2.50	15.00
CHARLEMAGNE	Giant type flower of sunrise red, flaked darker and marked with large creamy white blotch, densely spotted with purple carmine.	.25	2.50	12.00
CHATEAU THIERRY	Bright Cereze, red blotch, bordered by light yellow on lower petals, large, well-expanded flowers.	.35	4.00	24.00
CHICAGO WHITE	White with small lavender lines lower petals. Early.	.10	1.00	7.00
C. M. KELWAY	Pale shell pink, blending to pale yellow throat which is blotched light crimson.	.15	1.50	8.00
CONSPICUOUS	Light blue, dark spot in throat on a yellow center. Pansy like flower.	.20	2.00	12.00
CRACKER JACK	Velvety crimson red. Throat yellow mixed with red.	.05	.50	3.00
CRIMSON GLOW	One of the most beautiful red gladioli on the market. A perfect deep, rich scarlet with large, open flower of finest form, well placed on spike.	.25	2.50	12.00
CRYSTAL WHITE	Beautiful white with diamond shaped violet lavender mark in the throat.	.10	1.00	7.00

DESCRIPTIVE CATALOGUE OF GLADIOLI

		per each	per doz.	per 100
CZAR PETER	\$.10	\$1.00	\$ 7.00
Beautiful, winered fine blue spray in the throat.				
DAVID STARR JORDAN50	5.00	30.00
Immense flame-colored, with lighter speckled throat; flowers very open, like immense Amaryllis with fine, wiry, upright stems.				
DAWN (Groff)15	1.50	9.00
Beautiful salmon shading to very light claret stain in the throat.				
D. J. WHITNEY50	5.00	30.00
Salmon flesh with two striped yellow under-petals. Resembled large canna.				
DELPHI35	3.50	20.00
Fine red of striking color, very tall and straight.				
DIANA50	5.00	30.00
Wonderful, large crimson, new strong grower, very early.				
DIENER'S AMERICAN BEAUTY	1.00	10.00	75.00
Very large flowering; true American Beauty color, with creamy yellow throat.				
DIXIE35	3.50	20.00
One of the very deepest and richest, almost black red.				
DIENER'S WHITE	1.00	10.00	70.00
Milk white with faint tinge of pink in throat.				
DOROTHY WHEELER25	2.50	15.00
New pink Primulinus, very delicate.				
DR. LINCOLN COCHRAN50	5.00	30.00
Salmon-pink, striped, yellow throat; fine form and bloom.				
DUNLAPS35	3.50	20.00
Fine large scarlet, tall flower and very early.				
EARLY PENDLETON20	2.00	12.00
Fine pink, very early.				
EARLY PINK (Black)10	1.00	7.00
One of the earliest. A rich shell pink shading to lighter in center. One of the best early varieties and good for forcing.				
EARLY SNOWFLAKE35	3.50	20.00
A very tall growing variety often producing from twenty to twenty-three perfect flowers of a rich, creamy white, delicately tinted and flaked rose. One of the most showy varieties for decorative use.				
E. J. SHAYLOR50	5.00	25.00
Very tall, strong grower. Pure, deep rose pink, distinctly ruffled. Excellent.				
ELECTRIC25	2.50	15.00
Light blue, tall, straight spike, very fine.				
ELF75	7.50	40.00
Lemon yellow in bud opening into snow white flowers with lemon yellow lip on perfect spike.				
ELIZABETH GERBERDING50	5.00	30.00
Shell pink with speckled center of ruby and yellow; heavily ruffled spiked, large and full.				
ELSIE ROSE75	7.50	40.00
Cattelya pink, a blending of rose-pink shading out to white, with creamy yellow throat; orchid flowering; extra fine.				
EMPEROR OF INDIA10	1.00	7.00
Very dark, velvety red with a white dash in the throat.				
EUROPA20	2.00	12.00
Large, round flower of purest white, spikes firm and erect.				
EVELYN KIRTLAND15	1.50	9.00
Rosy pink, darker at edges, fading to shell pink at center, with brilliant scarlet blotches lower petals. Exceptionally tall grower.				

DESCRIPTIVE CATALOGUE OF GLADIOLI

		per each	per doz.	per 100
FLORA	Clear yellow. A close rival to "Golden Measure". (We recommend highly.)	\$.50	\$5.00	\$20.00
FRANK J. SYMMES	Salmon rose pink, with red center. Ruffled edge.	.50	5.00	25.00
GAIETY	Bright salmon pink. Flaked deep salmon red. Very conspicuous pure white blotches on lower petals.	.25	2.50	15.00
GENERAL PERSHING	Large, pale pink. Delicate throat markings.	.25	2.50	15.00
GEORGE PAUL	Large maroon slightly stained yellow.	.10	1.00	7.00
GIANT WHITE	Large, white with slight markings on lower petals.	.15	1.50	9.00
GLORY OF HOLLAND	Pure white with exception of faint pink tint in throat.	.10	1.00	6.00
GOLD	Pure golden yellow, throat a shade deeper, slightly dotted and streaked, almost self-color. Large flowers, many open at one time and perfectly placed. A grand variety.	1.00	10.00	70.00
GOLDEN KING	Clear yellow; vivid crimson blotch in throat. Strong grower.	.10	1.00	7.00
GOLDEN MEASURE	Fine golden yellow. Pure with no markings. Strong of growth with very large spike of bloom. Best yellow to date of the large flowering varieties. Has received prizes wherever shown.	1.00	10.00	70.00
GOLIATH	Large dark wine color.	.20	2.00	12.00
GRETCHEN ZANG	Tall, soft shade of pink, blending into scarlet on lower petals.	.15	1.50	10.00
HALLEY	Wide open salmon pink, with creamy blotch overlaid with red lines in throat, early.	.05	.50	4.00
HAWAII	Rose pink, light pink center, big brown spot in center of lower petal.	.75	7.50	45.00
HELEN TODD	Light rose pink with deep pink edge, bright scarlet center.	.25	2.50	12.00
HENRY C. GOEHL	Giant snow white, deep red blotch.	.50	5.00	35.00
HERADA	A beautiful clear mauve. Large flower and the best of this color.	.15	1.50	9.00
HAUBENSTAUFEN	Large, white, red feathered throat.	.15	1.50	9.00
HUBERTUS	Extrafinelilac, flowers well placed on long stem	.25	2.50	15.00
INDEPENDENCE	Carmine red. A tall, reliable grower. Fine for cut flowers. Medium late.	.05	.50	4.00
IDA VAN	Most beautiful deep salmon red, rich and brilliant color.	.10	1.00	7.00
INTENSITY	Light scarlet, blending lighter towards the throat.	.15	1.50	9.00
JACK LONDON	Light salmon with brilliant orange flame stripes; golden yellow stripes; golden yellow throat with ruby striped center.	.50	5.00	30.00

DESCRIPTIVE CATALOGUE OF GLADIOLI

		per each	per doz.	per 100
JENNY LIND	Soft pink. The daintiest of all Gladioli.	\$.50	\$5.00	\$30.00
KUNDERDI GLORY	Pink cream. Large, open ruffled flower with fine markings. Very good.	.15	1.50	9.00
LA COURONNE	Massive cream white. Flowers very large on a tall, straight stem, dark blotch in throat.	.50	5.00	30.00
L'IMMACULEE	The best white in existence. Very tall spikes, well set with large flowers of great substance.	.25	2.50	15.00
LAVENDER BEAUTY	Very fine early lavender pink.	.25	2.50	15.00
LE MARECHAL FOCH	Beautiful shade of light pink. Flowers much larger than America. One of the earliest to bloom. An especially good variety.	.25	2.50	12.00
LIBERTY	Dark red large flower and compact spike, handsome butterfly markings.	.15	1.50	9.00
LIEBESFEUER	Brilliant scarlet, undoubtedly one of the finest and richest colors.	.35	3.50	18.00
LILLIAN WEBB	Strawberry pink with light maroon velvety center; sometimes slightly striped with chocolate; stems slender, giving the appearance of a lily.	.25	2.50	15.00
LILY WHITE	A pure white. Very early and opens up with many flowers.	.15	1.50	9.00
LISS	Early apple blossom pink, very vigorous.	.25	2.50	15.00
LOUISE	New. Very large, well-opened flower, measuring five to six inches in diameter. Color, fine bright blue lavender with wine-colored blotch. A strong rank grower. Very good.	.75	7.50	40.00
MME. M. SULLY	Cream white, red blotch in throat, very massive.	1.00	10.00	60.00
MAGIC	Tall, fine lavender blue with large rich purple throat blotches.	.35	3.50	21.00
MARSHAL FOCH	Kunderd's large, ruffled pink, small red blotch in throat.	.50	5.00	30.00
MARY FENNELL	A most beautiful lavender pink with primrose markings on lower petals. Flowers well opened. An extra choice variety.	.15	1.50	9.00
MARY PICKFORD	An extraordinary flower and spike of delicate creamy white, with throat of finest sulphur yellow.	.35	3.50	18.00
MASTER WEITZE	Rosy magenta overlaid with deep purple, streaked with black.	.15	1.50	9.00
MEADOWVALE	White with throat mark.	.10	1.00	7.00
MINNESOTA	Amber white, suffused rose with a carmine blotch. Tall grower.	.10	1.00	7.00
MISS MAUD FAY	Clean cattleya pink, a light strip running through the middle of each petal.	.50	5.00	30.00
MISS HELEN FRANKLIN	A large ruffled white with penciling of violet purple on lower petals. Flowers of good substance on tall, straight spike. Good seller.	.15	1.50	9.00

DESCRIPTIVE CATALOGUE OF GLADIOLI

		per each	per doz.	per 100
MIRANDA	Rose pink Primulimus, very fine.	\$.10	\$1.00	\$ 6.00
MONTEZUMA	Dark wine, mottled throat.	.50	5.00	30.00
MR. MARK	Blue with darker blotch on lower petals.	.15	1.50	9.00
MRS. DR. NORTON	New sensation among gladioli. Cream and pink.	.25	2.50	15.00
MRS. FRANK PENDLETON, JR.	Large open flowers of light pink with dark red blotch at throat. Flowers well set on exceedingly tall spike.	.15	1.50	9.00
MRS. FREDERICK C. PETERS	Soft pink with lighter throat of yellowish tint. Flowers well open. Has been much admired wherever shown.	.75	7.50	45.00
MRS. H. E. BOTHIN	Flesh-salmon pink, flame scarlet center.	.50	5.00	30.00
MRS. KEUR	New giant rose with small yellow throat. Rather dwarf habit.	.50	5.00	30.00
MRS. FRANCIS KING	Vermilion red. Very large wide open flowers.	.05	.50	4.00
MRS. MARY STEARNS BURK	Canary yellow, overlaid with apricot. Throat yellow.	.75	7.50	35.00
MRS. J. R. WALSH	Beautifully ruffled, large flesh pink with flame colored center.	.75	7.50	35.00
MRS. THOMAS COGGER	Deeply ruffled. Beautiful shade of pink. Awarded American Gladiolus Society Silver Medal. Boston Horticultural Hall, August, 1920	1.00	10.00	60.00
MRS. WATT	Deep rose color. Self color of American Beauty shade. Nearly all flowers on stem open at one time.	.10	1.00	7.00
MRS. W. E. FRYER	An exceptionally good orange scarlet. Large flowers on good strong stem. One of the best in its class.	.15	1.50	9.00
MRS. WILLARD RICHARDSON	Deep crimson, maroon center, large, flaring flowers; an unexcelled which does not fade.	.50	5.00	30.00
MRS. WILLIAM KENT	Light fawn to ashes of roses, old rose throat. Blooms a mass at end of spike.	.50	5.00	30.00
MURIEL	One of the best pale blues.	.75	7.50	40.00
MYRTLE	Delicate rose pink shading to a lighter in center. Awarded silver medal Massachusetts Horticultural Society, Boston.	.20	2.00	12.00
NEBRASKA	Aster purple, sulphur yellow blotch on lower petals. Tall, strong spikes.	.25	2.50	15.00
NIAGARA	Large, open bloom of beautiful cream color with carmine splashing in throat. Strong, erect spike.	.10	1.00	6.00
NORA	Pale blue, dark blue on lower petals.	.25	2.50	15.00
ORANGE GLORY	Grand orange colored, with beautiful lighter throat. Very rich and striking color.	.35	3.50	21.00
PANAMA	A seedling of America. Fine pink flowers well arranged on good spike.	.10	1.00	6.00

DESCRIPTIVE CATALOGUE OF GLADIOLI

		per each	per doz.	per 100
PARLIMENT	Orange red, very large flowers, which are well placed on a tall, straight spike.	\$.25	\$2.50	\$15.00
PEACE	Fine large white with wine pencilings on lower petals. Very good. Strong and healthy.	.10	1.00	6.00
PINK BEAUTY	Pale carmine with large geranium blotch on lower petals.	.05	.50	4.00
PINK PERFECTION	A most lovely apple-blossom pink. Six to eight blooms. Extra fine.	.15	1.50	9.00
PINK WONDER	A truly wonderful flower. Massive shell pink. Bloom well set on spike.	.75	7.50	45.00
PRESIDENT C. C. MOORE	Salmon-pink, darker throat, steel blue mottled and striped; nice, long, wiry spikes with flowers well placed.	.35	3.50	21.00
PRIDE OF GOSHEN	A very large bloom of flesh pink. Petals waved. A stronger grower and strikingly beautiful.	.15	1.50	9.00
PRIMROSE BEAUTY	Tall, strong. Very large primrose yellow.	.25	2.50	15.00
PRINCE OF WALES	Delicate salmon pink. Very large flowers. Early.	.10	1.00	6.00
PRINCIPINE	A most wonderful variety of wine red color. Tall spikes well set with medium size flower.	.10	1.00	6.00
PROSERPINE	Bright rose, graceful habit. Fine for basket work.	.25	2.50	15.00
PURITY (Pommerts)	Pale white without blemish except for a pale pink stripe in center of lower petals. Flowered large and of fine substance.	.25	2.50	15.00
PURPLE GLORY	A most extraordinary gladiolus. Color of the deepest velvety maroon red with almost black blotches, beautifully ruffled. The largest of the "Kunderdii Glory" type.	.75	7.50	45.00
RED CANNA	Brightest of crimson pink. Large flowers set on good, sturdy spike.	.25	2.50	15.00
RED, WHITE and GOLD	Splendid combination of these three colors. Massive spike, ruffled blooms.	1.00	10.00	60.00
ROANOKE	Large, rich yellow Primulinus.	.10	1.00	6.00
ROCHESTER WHITE	A pure white. Very early.	.50	5.00	30.00
ROUGE TORCH	Large, white flower with scarlet feather on lower petals.	.10	1.00	6.00
ROSS ASH	This variety attracts the attention of all who see it. Ashes of roses color. Large flower spike. A flower with a future.	1.00	10.00	60.00
ROSS VALLEY	Salmon-pink striped with ashes of roses, red peacock eye in the center.	.30	3.00	18.00
SALMON BEAUTY	Large, deep salmon flower with rich, salmon yellow throat.	.25	2.50	15.00
SARAH LILLIE	Reddish lavender; throat ruby mottled with white. Large.	.30	3.00	18.00

DESCRIPTIVE CATALOGUE OF GLADIOLI

	each	per doz	per 100
SCARLANO	\$.50	\$5.00	\$30.00
Light, bright orange-red. Fine spike and flower, finely ruffled.			
SCARLET PRINCEPS50	5.00	30.00
Six or more massive "Princeps" like blooms open at time. Throat a little deeper. Blooms set close. An extraordinary distinct and massive spike.			
SCARSDALE15	1.50	9.00
Long spike, well-opened flowers. Color a mauve lavender with rose tints.			
SCHWABEN10	1.00	6.00
Robust grower. Soft sulphur yellow with inconspicuous red blotch in throat.			
SCRIBE	\$.25	\$2.50	\$15.00
A beautiful, large, well-opened flower, and an enormous spike. Color like the fine old Eugene Scribe, tinted white, freely striped carmine.			
SENTINEL25	2.50	15.00
Rose pink white penciled iris-like throat. Late bloomer.			
SUMMER BEAUTY15	1.50	9.00
A very choice and distinct pink. Very tall and showy.			
SUNBEAM15	1.50	9.00
Tall, rich yellow; not so large, but a very beautiful color.			
SWEET LAVENDER75	7.50	45.00
Lovely combination of light lavender-pink blending into creamy yellow, with prominent magenta-red blotch.			
SWEET ORA10	1.00	6.00
Tall, fine pale sulphur. Rich pink lines in throat.			
SYDONIA35	3.50	21.00
Royal purple Primulinus. Very fine.			
TEMPA35	3.50	21.00
Pink and old rose. Bronzy lavender throat.			
THE PEARL10	1.00	6.00
Delicate light pink, light yellow throat. Early.			
THOMAS T. KENT50	5.00	30.00
Rose pink, ruby lines.			
VIRGINIA (Tully)50	5.00	30.00
A dark, clear mauve red with a mauve striped white throat. The blooms are large and open out nearly flat.			
WHITE WONDER75	7.50	45.00
Gigantic bloom. Not pure white. Delicate veinings of pink. Splendid show variety.			
WILBRINK10	1.00	6.00
Pink sport of Halley. Resembles Halley except for ground color.			
YELLOW HAMMER10	1.00	6.00
A strong and vigorous grower, tall, straight spikes and large beautiful yellow flowers.			
YOUELL'S FAVORITE25	2.50	15.00
Rosy lavender pink, ruffled splendidly.			
WHITE GLORY25	2.50	15.00
A fine ruffled white of same type and size as "Kundersii Glory". Beautiful iris blue throat.			
1910 ROSE15	1.50	9.00
Early. Large, pure rose color with white central lines on lower petals. One of the best for general use in our collection.			
PRIMULINUS HYBRIDS10	1.00	6.00
An assortment in shades of cream, pink, yellow and orange. Fine for table decorations and vases.			

DESCRIPTIVE CATALOGUE OF GLADIOLI

		per each	per doz	per 100
EXHIBITION MIXTURE	Collection of newer introductions not named or even assortment of color.	\$.15	\$1.50	\$ 9.00
GARDEN MIXTURE	Order commercial sorts of the highest type and seedlings.	.10	.75	4.50
MELROSE MIXTURE	Varieties of newer and older introduction having become mixed in digging and handling.	.10	.75	4.50
SEEDLING MIXTURE	Just what the name implies, all seedlings, not in commerce. Many distinctive sorts represented of various colors.	.15	1.50	9.00

Collections

"A" PRIZE WINNER

1 Anna Eberius.....	\$.25	1 Lilian Webb.....	\$.25
1 Captain A. C. Baker.....	.25	1 Mrs. H. E. Bothin.....	.50
1 David Starr Jordan.....	.50	1 Mrs. Mary Stearns Burk	.75
1 Diener's Am. Beauty.....	1.00	1 Mrs. Williard Richardson	.50
1 Elf.....	.75	1 Mrs. William Kent.....	.50
1 Elizabeth Gerberding.....	.50	1 President C. C. Moore ..	.35
1 Elsie Rose.....	.75	1 Rose Ash.....	1.00
1 Frank J. Symmes.....	.50	1 Ross Valley.....	.30
1 Helen Todd.....	.25	1 Sarah Lillie.....	.25
1 Jack London.....	.50	1 Thomas T. Kent.....	.50

This Prize Winner Collection of 20 bulbs, first size delivered P. P. Prepaid for \$9.00, total value \$10.20.

"B" THE RAINBOW

1 Beaconflame.....	.50	1 Mary Pickford.....	.35
1 Byron L. Smith.....	.50	1 Miss Helen Franklin.....	.15
1 Delphi.....	.35	1 Mrs. Thomas Cogger.....	1.00
1 Dixie.....	.35	1 Orange Glory.....	.35
1 Dunlaps.....	.35	1 Pride of Goshen.....	.15
1 E. J. Shaylor.....	.50	1 Purple Glory.....	.75
1 Kunderdi Glory.....	.15	1 Sentinel.....	.25
1 Magic.....	.35	1 Summer Beauty.....	.15
1 Marshal Foch.....	.50	1 White Glory.....	.25
1 Mary Fennell.....	.15	1 Youell's Favorite.....	.25

This Rainbow Collection of 20 bulbs first size delivered P. P. Prepaid for \$6.00, total value \$7.35.

"C" THE GOLD MEDAL

1 Anna Eberius.....	.25	1 Jenny Lind.....	.50
1 Beaconflame.....	.50	1 Louise.....	.75
1 Byron L. Smith.....	.50	1 Mrs. Frederick C. Peters	.75
1 Carmen Sylva.....	.50	1 Mrs. H. E. Bothin.....	.50
1 Crimson Glow.....	.25	1 Pink Wonder.....	.75
1 Diener's Am. Beauty.....	1.00	1 Purple Glory.....	.75
1 Elf.....	.75	1 Rose Ash.....	1.00
1 Gold.....	1.00	1 Ross Valley.....	.30
1 Golden Measure.....	1.00	1 White Wonder.....	.75
1 Jack London.....	.50	1 Henry C. Goehl.....	.50

This Gold Medal Collection of 20 bulbs first size delivered P. P. Prepaid for \$10.00, total value \$12.80.

DESCRIPTIVE CATALOGUE OF GLADIOLI

"D" GENERAL EXHIBITION

1 Albania.....	.50	1 Liberty.....	.15
1 America.....	.05	1 Liss.....	.25
1 Autumn Queen.....	.10	1 Mary Fennell.....	.15
1 Blue Jay.....	.25	1 Minnesota.....	.10
1 Bouton D'or.....	.15	1 Miss Helen Franklin.....	.15
1 Charlemagne.....	.25	1 Mr. Mark.....	.15
1 Chateau Thierry.....	.35	1 Mrs. Frank Pendleton, Jr.....	.15
1 Conspicuous.....	.20	1 Mrs. Keur.....	.50
1 Crystal White.....	.10	1 Mrs. Watt.....	.10
1 Czar Peter.....	.10	1 Myrtle.....	.20
1 Groff's Dawn.....	.15	1 Niagara.....	.10
1 Black's Early Pink.....	.10	1 Panama.....	.10
1 Electric.....	.25	1 Parliment.....	.25
1 Empress of India.....	.10	1 Peace.....	.10
1 Europa.....	.20	1 Prince of Wales.....	.10
1 Evelyn Kirtland.....	.15	1 Proserpine.....	.25
1 Flora.....	.50	1 Rouge Torch.....	.10
1 Gaiety.....	.25	1 Scarsdale.....	.15
1 General Pershing.....	.25	1 Schwaben.....	.10
1 George Paul.....	.10	1 Scribe.....	.25
1 Golden King.....	.10	1 Sentinel.....	.25
1 Goliath.....	.20	1 Tempa.....	.35
1 Gretchen Zang.....	.15	1 The Pearl.....	.10
1 Halley.....	.05	1 Wilbrink.....	.10
1 Haubenstauffen.....	.15	1 Yellow Hammer.....	.10
1 Herada.....	.15		
1 Hubertus.....	.25		
1 L'Immaculee.....	.25		
1 Lavender Beauty.....	.25		
1 Le Marechal Foch.....	.25		

This General Exhibition of 55 bulbs, first size, delivered P. P. Prepaid for \$8.50, total value \$10.20.

COLLECTION E

30 Mixed Gladioli....\$1.00

COLLECTION F

Rainbow Special

20 Varieties Gladioli,^{no two alike} \$1.00

COLLECTION G

15 Choice Gladioli named \$1.00

COLLECTION H

25 Primulinus Hybrids....\$1.00

COLLECTION I

Comprising Collection E, F, G and H.....90 bulbs for \$3.25

COLLECTION J—PINKS

3 America
3 Panama
3 The Pearl

18 GLADIOLI \$1

3 Prince of Wales
3 Halley
3 Mrs. A. F. Anderson

COLLECTION K—REDS

3 Cracker Jack
3 Principine
3 Mrs. Watt

18 GLADIOLI \$1

3 Czar Peter
3 Empress of India
3 Pride of Hillegom

COLLECTION L—WHITES

3 Crystal White
3 Peace
3 Lily White

18 GLADIOLI \$1

3 Miss Helen Franklin
3 Sweet Ora
3 Meadowvale

COLLECTION M—YELLOW

3 Schwaben
3 Minnesota
3 Sunbeam

18 GLADIOLI \$1

3 Primrose Beauty
3 Golden King
3 Roanoke

COLLECTION N

Comprising Collection J, K, L and M.....\$3.25

To My Customers :

I wish to thank my many customers and friends for the orders and courtesies extended to me in the past and I assure you that in the future I shall try to serve you as well. Providing there is any irregularity in the filling of your order or any dissatisfaction I stand ready to rectify same and my policy is to give my customers the benefit of the doubt at all times.

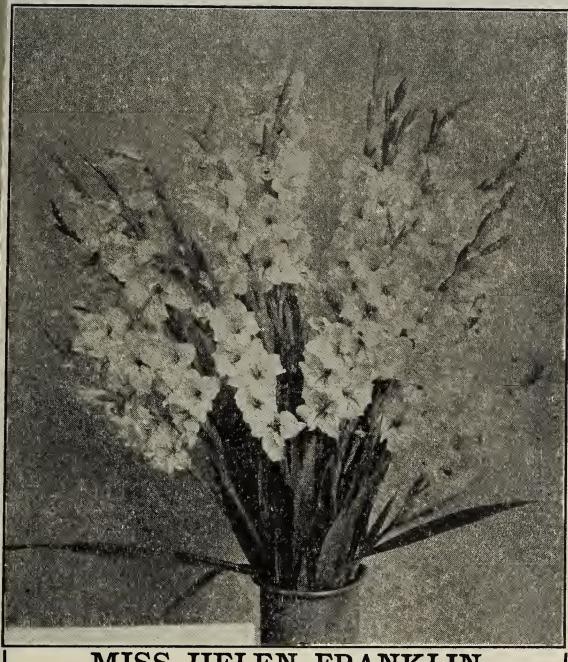
In the filling of orders, only young vigorous bulbs are furnished, running in size from $1\frac{1}{4}$ in. to 2 in.

We assume no responsibility as to the trueness of stock but will replace any bulbs that prove untrue.

Terms of payment: Providing cash accompanies the order or payment is made prior to shipment of stock delivery will be made via Parcel Post, insured, prepaid. Notice is sent out prior to shipment stating the amount due and providing no reply is received stock will be forwarded C. O. D. unless the customer has an open account with us.

THOMAS COGGER

Mailing Address	Showroom and Gladiolus Field
229 Laurel St.,	Newburyport Turnpike,
Melrose, Mass.	corner Walnut St.
	North Saugus, Mass.



MISS HELEN FRANKLIN

A Few Startling Facts About A Gladioli that Has Gained Recognition as One of Our Leading Commercial Whites.

A new and exceptional variety of the ruffled type, which has been a sensation wherever grown as its merits have been recognized by the leading authorities on Gladioli.

Its color is of pure white with violet markings on the lower petals, vigorous, tall, with a strong, straight spike, averaging from 6 to 10 open flowers at one time to the stem.

Awarded First Prize in New York (Gladioli Convention) for new ruffled, 1917. Given silver medal at Massachusetts Horticultural Society Show, 1918, Boston. First Prize in open class of 6 spikes. Massachusetts Horticultural Society Show, 1918. Numerous awards of merit. This variety is not a novelty, but one of the best commercial sorts yet introduced.

The above photograph was taken of blooms produced from a No. 5 bulb which is considered planting stock.

Fifty per cent of our No. 6 will flower the first season, providing the climatic conditions are not too dry or where some form of irrigation is provided. Our No. 4 and No. 5 bulbs will produce 100 per cent bloom the first season, regardless of conditions.

It is without doubt the Best all around Florists' Variety on the market.

I purchased the entire stock in 1916 from Mr. A. E. Kundred, Goshen, Indiana and today I cannot meet the demand for it in First, Second and Third Sizes. I have many testimonials from all parts of the United States. **It is an easy bloomer.**

The Price has reached the Commercial Stage

All Sizes Graded Large

1000	No. 4	$\frac{3}{4}$ to 1 inch	\$15.00	1000	No. 5	$\frac{1}{2}$ to $\frac{3}{4}$ inch	\$10.00
1000	No. 5	$\frac{1}{2}$ to $\frac{3}{4}$ "	10.00	1000	No. 6	$\frac{1}{2}$ inch	5.00
1000	No. 6	$\frac{1}{2}$ inch	5.00		1 quart bulblets		3.00
	1 quart bulblets		3.00				
			\$33.00				\$18.00

Prepaid to any address for \$25.00

Prepaid to any address for \$15.00

THOMAS COGGER
Gladioli Grower

P. O. Box 43, MELROSE, MASS.

23 acres under cultivation in Gladioli exclusively, over 200 varieties grown commercially.

Mr. Florist:

Do not pass this circular up as it means money to you as it contains a complete description of Gladioli Miss Helen Franklin, the commercial white that you have been looking for without success for years.

